

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Office Action dated October 1, 2008. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-12 are pending in the Application. By means of the present amendment, claims 1-12 are amended including for better conformance to U.S. practice, such as deleting reference numerals typically used in European practice that are known to not limit the scope of the claims. Further amendments include amending dependent claims to begin with "The" as opposed to "A". By these amendments, claims 1-12 are not amended to address issues of patentability and Applicants respectfully reserve all rights under the Doctrine of Equivalents. Applicants furthermore reserve the right to reintroduce subject matter deleted herein at a later time during the prosecution of this application or continuing applications.

By means of the present amendment, the Abstract has been deleted and substituted with the enclosed New Abstract which better conforms to U.S. practice.

Applicant(s) thank(s) the Examiner for acknowledging the claim for priority although receipt of only some certified copies of the

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priority document(s) is indicated in the Office Action. It is respectfully requested that a subsequent response be provided indicating what certified copies of the priority document(s) has not been received so that the Applicants may respond accordingly.

In a case wherein all certified copies of the priority document(s) has been received, acknowledgement of receipt of all the certified priority document(s) is respectfully requested.

Claims 1-4, 6-12 are rejected under 35 U.S.C. §102(b) as allegedly anticipated by U.S. Patent Publication No. 2003/0197472 to Kanauchi ("Kanauchi"). Claim 5 is rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Kanauchi in view of U.S. Patent Publication No. 2002/0196241 to Morita ("Morita"). It is respectfully submitted that claims 1-12 are allowable over Kanauchi alone and in view of Morita for at least the following reasons.

Kanauchi shows display region 1 and display region 2 separated by a non-display region. As stated in Kanauchi, (emphasis added) "[t]he partial display pattern data is composed of the patterns of a display 1, a black display, a display 2, and a black display over the one frame (or the one sub-frame) as shown in FIG. 13(i) and arranged as a display pattern in a scan direction of the partial display shown in FIG. 12." (See, Kanauchi, paragraph [0074].)

Kanauchi does not show the displays 1, 2 changing horizontal position over time.

It is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Kanauchi. For example, Kanauchi does not disclose or suggest, a method that amongst other patentable elements, comprises (illustrative emphasis added) "an array of display pixels arranged in rows and columns, the method comprising, at any point in time, illuminating a plurality of rows of pixels, the plurality of rows defining at least two bands of rows separated by a non-illuminated band, the at least two bands of rows of pixels scrolling in the column direction over time such that at least two bands of rows of pixels change horizontal position from one time to a next time, and wherein at most 75% of the rows are illuminated at any point in time" as recited in claim 1, and as similarly recited in claim 8. Morita is introduced for allegedly showing an element of a dependent claim and as such, does nothing to cure the deficiencies in Kanauchi.

Based on the foregoing, the Applicants respectfully submit that independent claims 1 and 8 are patentable over Kanauchi alone and in view of Morita and notice to this effect is earnestly solicited. Claims 2-7 and 9-12 respectively depend from one of

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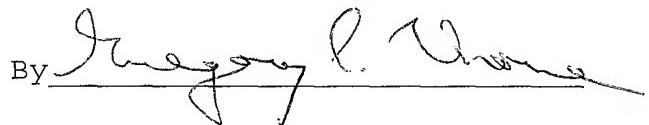
claims 1 and 8 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

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Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

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